

# ORDER



KSNV

**Orders**  
**Order / Rev:** 106858  
**Alt Order #:** 06854595  
**Product Desc:** HORSFORD ADD  
**Estimate:** 1838  
**Flight Dates:** 09/21/12 - 09/24/12  
**Original Date / Rev:** 09/20/12 / 09/20/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** GMMB, Inc./ Washington D.C.  
**Buying Contact:**  
**Billing Contact:**  
 Washington Harbor  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Horsford for Congress  
**Demographic:** A35+  
**Product Codes:** PLC02  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	21	\$15,485.00	\$13,162.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	21	\$15,485.00	\$13,162.25	0.00
<b>Totals</b>	<b>21</b>	<b>\$15,485.00</b>	<b>\$13,162.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	24%	\$15,485.00
Market	100%	\$64,520.83

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	33%	\$21,291.88
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	28%	\$18,065.83
KTUD	1%	\$645.21
KVVU	12%	\$7,742.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$1,290.42

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/21/12	09/24/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	M---F--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/21/12	09/27/12	M---F--			1			\$325.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/21/12	09/24/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	M---F--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/21/12	09/27/12	M---F--			1		\$325.00		0.00				
E 2	KSNV	09/21/12	09/24/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	M---F--	:30	1	\$650.00	1	0.00	NM	1	\$650.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/21/12	09/27/12	M---F--			1		\$650.00		0.00				
E 3	KSNV	09/22/12	09/22/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S-			1		\$625.00		0.00				
E 4	KSNV	09/23/12	09/23/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
TODAY ON SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S			1		\$625.00		0.00				
E 5	KSNV	09/21/12	09/24/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	M---F--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/21/12	09/27/12	M---F--			2		\$325.00		0.00				
E 6	KSNV	09/21/12	09/24/12	Rachael Ray Rachael Ray	CM	11am-12pm	M---F--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/21/12	09/27/12	M---F--			1		\$325.00		0.00				
E 7	KSNV	09/21/12	09/24/12	Noon News Noon News	CM	12-1230pm	M---F--	:30	1	\$425.00	1	0.00	NM	1	\$425.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/21/12	09/27/12	M---F--			1		\$425.00		0.00				
E 8	KSNV	09/21/12	09/24/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	M---F--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
NEWS 4: THE AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/21/12	09/27/12	M---F--			1		\$325.00		0.00				
E 9	KSNV	09/21/12	09/24/12	The Doctors The Doctors	CM	2pm-3pm	M---F--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/21/12	09/27/12	M---F--			1		\$325.00		0.00				
E 10	KSNV	09/21/12	09/24/12	Dr. Phil Dr Phil	CM	3-4p	M---F--	:30	1	\$450.00	1	0.00	NM	1	\$450.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/21/12	09/27/12	M---F--			1		\$450.00		0.00				
E 11	KSNV	09/22/12	09/22/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S-			2		\$500.00		0.00				
E 12	KSNV	09/24/12	09/24/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	M-----			1		\$4,000.00		0.00				
E 13	KSNV	09/22/12	09/22/12		CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sa-Su News 3 at Eleven															
Sa-Su News 3 at Eleven															
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	-----S-		1		\$1,100.00		0.00					
E 14	KSNV	09/21/12	09/24/12	Mad Money AN	CM	3:00-4:00am	M---F--	:30	1	\$30.00	1	0.00	NM	1	\$30.00
				Mad Money AN											
MAD \$															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/21/12	09/27/12	M---F--		1		\$30.00		0.00					
E 15	KSNV	09/21/12	09/24/12	M-F Jeop/Wheel	CM	630-730pm	M---F--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
				M-F Jeopardy/Wheel of Fortune											
WH/JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/21/12	09/27/12	M---F--		2		\$1,000.00		0.00					
E 16	KSNV	09/23/12	09/23/12	Dateline AN	CM	12-3am	-----S	:30	1	\$30.00	1	0.00	NM	1	\$30.00
				Dateline NBC AN											
DLINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	-----S		1		\$30.00		0.00					
E 17	KSNV	09/23/12	09/23/12	Wake Up Early w/ Wagner	CM	430a-5a	-----S	:30	1	\$200.00	1	0.00	NM	1	\$200.00
				Wake Up Early Wagners											
EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	-----S		1		\$200.00		0.00					
E 18	KSNV	09/23/12	09/23/12	NFL Pre-Game / FNA	CM	1p-530pm	-----S	:30	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
				NFL Pre-Game											
FNIA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	-----S		1		\$2,400.00		0.00					
Totals														21	\$15,485.00